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WILL BUCHANAN IMPACT CALIF.'S JUNE PRIMARY?

Editor's note: Conservative Pat Buchanan's impressive showing in the New Hampshire presidential primary Feb. 18 against Pres. George Bush could have repercussions on GOP politics in Calif., especially around primary time. Here is CALPEEK's analysis...

...Calif.-based GOP consultants tend to play down Buchanan's strong showing in the just concluded N.H. primary. But Washington D.C.-based consultants, such as Ed Rollins (originally from Calif.) take the Buchanan candidacy much more seriously...

...In Calif., Buchanan's impact may have both a short and long term effect. In the short term, there are two concerns: next week (Feb. 28) the CA Republican Party (CRP) will attempt (and will probably succeed) in lifting the rules to allow delegates at the CRP State Convention to give Pres. Bush a PRE-PRIMARY endorsement. What impact Buchanan's showing will have on this move is difficult to tell, but lifting the rules would have been easier had he not gotten so many GOP votes - protest or otherwise...

...A second short term impact is that Buchanan will undoubtedly be out to Calif. in the very near future to replenish his campaign WARCHEST. Question: what impact will this have on fundraising activities of other Calif. conservatives seeking elective office?? Republicans don't seem to know or just don't want to think about it. But Demos think Pat Buchanan is already a lightning rod for the anti-tax far right, and believe he will HURT fundraising for Bruce Hershsensohn and Bill Dannemeyer, who both need more money...

...Long term, Buchanan's candidacy could mean a HEAVIER TURNOUT of conservative voters for the June primary. NO ONE, not even the Demos, are suggesting Buchanan

could beat Pres. Bush in CA's winner-take-all primary, but his candidacy might help other conservative candidates further down the ticket. This might be especially true in LEGISLATIVE races, where hardliners and Wilson moderates are already locked in combat. Stay tuned...

CAMPAIGN '92: NO SUCH THING AS A KINDER AND GENTLER PRIMARY. BLOOD BATHS LOOM..

Editor's note: Both Demo and GOP primaries in June promise to be real slugfests. Here are some samples of what might be some of the nastier battles...

• 67th A.D. - This Orange Co. district is home to 3 GOP incumbent Assemblymembers: Doris Allen, Nolan Frizzelle and Tom Mays. And all 3 filed in this district for reelection. Frizzelle seems to have lined up the most endorsements from fellow assemblymembers, including support from former GOP Assembly Leaders Ross Johnson & Pat Nolan. Frizzelle also has endorsements from Assemblymembers Mickey Conroy and Gil Ferguson; and from U.S. Rep. Bob Dornan and State Sen. Ed Royce — all from Orange County. The politics in this race may have more to do with who becomes the next GOP Assembly Leader after the fall election. Sources say Johnson wants his old job back...

• 38th C.D. - Another lively primary will take place in this L.A., Long Beach and San Pedro/So. Bay area district. It's an open seat because incumbent U.S. Rep. Glenn Anderson (D) is retiring. But his step-son, Long Beach Councilman Evan Anderson Braude (D) hopes to keep this 48.68% Demo (vs. 41.62% GOP) district in Demo hands. There are at least 5 GOP candidates who want to run. They include Long Beach attorney Andrew Hopwood; Steve Horn (who ran for congress in 1988); Tom Poe; Jerry

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Bakke; and former Assemblyman Dennis Brown, known in Sacto as "Dr. No." Brown, because of his name ID, is probably the favorite, but the campaign against him could get VERY ugly, with personal attacks...

- 23rd S.D. - A Demo battle-royal will take place on L.A.'s affluent Westside between incumbent State Sen. Herschel Rosenthal and Assemblyman Tom Hayden. CALPEEK has reported on this before, but there is a NEW ELEMENT: add the name Cathy O'Neill to the Demo primary. Remember O'Neill? She ran unsuccessfully for a State senate seat in the early 1970s (darling of the Westside quiche-eaters) and then ran in the Demo primary for Sec. of State in 1974. She came in a strong 3rd, behind March Fong Eu and former Assemblyman Walter Karabian. And for a time she was the editorial director at KFWB Radio. She moved east after her marriage to writer Richard Reeves. She's a surprise entry that could complicate things for Hayden. They might tend to draw from the same base. In a one-on-one, some think O'Neill might take Rosenthal. FYI: Hayden also filed in his 41st A.D. for insurance, just in case...

- 5th A.D. - A rematch (grudge) between hardline conservative Barbara Alby and Sacramento area incumbent B.T. Collins is in the works. Collins narrowly defeated Alby in a special last year, but this time Demos CAN'T cross-over...

- 24th C.D. - Add the name of Rosalie Zalis to the list of GOP names who may run in this new district. Zalis is a senior policy advisor to Gov. Wilson. She's a moderate and might split this segment of the GOP vote with Jim Salomon, thus giving conservative Assemblyman Tom McClintock a lock on the nomination...

- 57th A.D. - Add the name Tony Fellows to the list of Demos running for retiring Assemblywoman Sally Tanner's seat. He's an associate professor of communications at Cal State Fullerton and is president of the Upper San Gabriel Valley Muni Water Dist...

- 3rd A.D. - Add the name Lon Hatamiya to this race as the Demo candidate. He ran against retiring Assemblyman Chris Chandler (R-Yuba City) in 1990 and had a respectable showing. He's 3rd generation Yuba Co. and is a farmer. Solid Demo candidate...

- 7th A.D. - Republicans are now in the process of finding a candidate for this district because Assemblywoman Bev Hansen has decided to RETIRE. Publicly, Hansen says she wants to return to the private sector, but insiders think reapportionment had a definite impact on her decision. The new A.D. has a 55.77% Demo registration. The two Demos who have filed are Sonoma Councilwoman Valerie Brown and former Vallejo Mayor Terry Curtola Jr. "Dimples" (John Burton's nickname for Hansen) will be missed. Stay tuned...

SAN DIEGO MAYOR'S RACE: GOLDING LEADS THE FIELD IN FUNDRAISING AND IN A NEW SURVEY..

Although CALPEEK sources still have no idea what former Mayor Roger Hedgecock will do, among the four announced candidates for San Diego mayor, the leader in terms of money raised and in a new KNSD/Union-Tribune poll is San Diego Co. Sup. Susan Golding. The election is set for June 2, with filing open until Mar. 6...

...MONEY first. As of Dec. 31, 1991, Golding had raised \$157,000 — far ahead of her nearest rival, Peter Navarro, who collected \$53,000. Councilman Ron Roberts received about \$28,000, while businessman Tom Carter had collected \$41,000 (including a personal loan). Golding also outspent her rivals by a huge amount...

...POLLING DATA. The new poll (266 sample size of high propensity voters, 1/29 to 2/2), shows Golding with 34.8%, Navarro with 14.1%, Roberts with 13.8%, Carter at 4.4%, undecided at 27.7% and OTHERS at 5.1%...

...With Hedgecock thrown into the mix, the situation changes drastically. Hedgecock gets 32.5%. Golding 22.6%, Navarro 10.2%. Roberts 7.9% and Carter 1.1%, with OTHER at 1.8% and undecided at 23.9%. Stay tuned...

FEC TO HOLD CALIF. MEETING FOR CANDIDATES.

The Federal Elections Commission will hold a regional conference on campaign finance law for House and Senate campaigns, committees and PACs. The conference will be held Mar. 23 & 24, Sheraton Plaza La Reina in L.A. The cost is \$100. The FPPC will also take part in this conference. For info (800)424-9530...

1992 U.S. SENATE UPDATE: MCCARTHY MAY NOT TAKE PRISONERS IN BID TO WIN DEMO PRIMARY.

Editor's note: Here is an update on some developments from the two U.S. Senate races taking place in Calif....

- Demo Lt. Gov. Leo McCarthy formally announced his candidacy for the 6-year U.S. Senate seat Feb. 18 and during his announcement tour took off the gloves and sounded like he was in no mood to mess around with either of his rivals, U.S. Reps. Barbara Boxer or Mel Levine. LMc's tour took him to 3 cities: Burbank, S.F. and Sacto. No San Diego for LMc, but then he spends lots of time down there...

...LMc has two campaign themes: one is aimed at the working, middle-class taxpayer (jobs/economy/healthcare). As CALPEEK readers may recall, LMc has announced his support for portions of Gov. Wilson's welfare reform plan. Clearly, LMc sees this as having appeal to the middle-class and he's NOT wrong. A second campaign theme is more NEGATIVE - "congress bashing." At this point, LMc probably sees Levine (and NOT Boxer) as the major threat to his winning the Demo June primary, despite the fact Boxer is a solid second to LMc in the polls and ML is far behind with about 6%...

- LEVINE ANNOUNCEMENT SET - Levine will finally launch his campaign with a formal announcement Mar. 2 in L.A. and S.F. The following Mondays (3/9 & 3/16) he's scheduled to travel to Sacto, Fresno, San Diego, Santa Barbara/Ventura and the Inland Empire. It's certainly a different way to approach the standard tour. FYI: Levine has hired Hope Warschaw as his press secretary/media relations specialist. CALPEEK and other news media outlets are finally getting some "meat" from what used to be the "stealth campaign."...

- DANNEMEYER VS. ALLEN - The campaign to oust appointed U.S. Sen. John Seymour(R) by two GOP rivals is going nowhere. Reason: the two challengers, U.S. Rep. Bill Danner of Fullerton and U.S. Civil Rights Comm. Bill Allen(R), are splitting the conservative vote down the middle, according to data from a San Diego Union-Tribune - KNSD-TV poll released Feb. 11. The poll shows Seymour with 28.7%, Dannemeyer with 13.1% and Allen with 12.5% - almost dead

even. About 45.7% are undecided. The poll was conducted in San Diego Co., among 600 high propensity voters...

- SAME POLL DIFFERENT RACE - For the 6 year seat, this same San Diego County poll shows U.S. Rep. Tom Campbell(R), conservative Bruce Herschensohn and Palm Springs Mayor Sonny Bono(R) all bunched within a few points of each other. BH is at 20.7%, Campbell has 20% and Sonny Babe has 18.2%. 41.1% are undecided. Stay tuned...

LOCAL ELECTIONS '92: CITY-COUNTY ROUNDUP.

Editor's note: CALPEEK will be covering a number of CITY-COUNTY RACES in the months ahead. Here is a brief roundup from around the State...

- PLACER CO. - Population 154,000 and growing rapidly, this county has 3 supervisor seats up for grabs. Conservative Sup. Mike Fluty shouldn't have any worries in the 5th District -- not with an \$88,000 war chest left over from his 1991 run for Assembly. But 4th Dist. Sup. Susan Hogg could have some problems with Kirk Uhler, son of tax revolt/term limit leader Lewis Uhler. This could be another one of those moderate vs. conservative GOP battles...

...But the big fight in Placer will be in the 3rd District, where incumbent Sup. George Beland of Auburn has 3 challengers: former Auburn Councilman Ron Lichau, businessman Mike Phillips and former State Sen. James Q. Wedworth. Wedworth moved to Placer from L.A. Co. (Hawthorne). In 1988 he made a run for county supe, but got beat. Wedworth is a leader with the group called The League of Placer Co. Taxpayers. They are pushing an initiative to cut wages and benefits of county supes...

- LONG BEACH - Calif.'s 5th largest city has problems -- Disney has decided to pass on Long Beach as a site for a huge new theme park, the Navy will soon pull out of this city and the police department is in shambles. There are 3 incumbents up April 14. Councilman Tom Clark, who nearly defeated Mayor Ernie Kell last year, should have few problems winning another term. But Councilmembers Wallace Edgerton and Clarence Smith might have some troubles. Edgerton will face a challenge from Alan

Lowenthal, a Cal State Long Beach professor and member of Long Beach Area Citizens Involved, an activist group. Smith will face Doris Topsy-Elvord, a retired probation officer and city commissioner. The Elvord campaign is managed by Adler-Wilson Campaigns, while the Lowenthal campaign is being run by Skelton-Grover & Associates...

● L.A. COUNTY - While most of the attention has been centered on the battle for retiring Sup. Kenneth Hahn's seat, incumbent Supes. Deane Dana and Mike Antonovich both are up for reelection. Dana may end up facing Rolling Hills Councilwoman/RTD Board member Gordana Swanson in the 4th District, while Pasadena Councilman William Paparian is planning to challenge Antonovich in the 5th District. Both races could get very nasty, with fiscal responsibility being the KEY issue...

...FYI: L.A. Co. supervisor candidate Gil Smith names Mary Louise Winston and Aaron Carter as his campaign co-chairs...Kerman Maddox is named daily mgr. for State Sen. Diane Watson's campaign for supervisor... Consultant Ron Smith is once again doing Sup. Deane Dana's campaign...Consultants Allan Hoffenblum, Don Dornan and Kathleen Crow are doing Antonovich's campaign...

● SACRAMENTO MAYOR'S RACE - Add another name to list of those who want to replace retiring Mayor Anne Rudin: Councilman Josh Pane. He used to work for State Sen. Bob Beverly(R-Manhattan Beach)...

● MALIBU - There are about 20 people who are running for 3 council seats in one of L.A. County's newest cities. Why so many candidates? Because there's a big fight within Malibu between those who support former Mayor Walt Keller and those who helped to oust him, led by current Mayor Larry Wan. While neither are up this time, their council colleagues are, including incumbent councilmembers Missy Zeitsoff and Mike Caggiano, who are with Wan; and incumbent Carolyn Van Horn, who is allied with Keller. Also in the running are Frank Basso, Joan House and a former Hermosa Beach councilman, Charles Post. The election will be April 14...

CALPEEK'S CONSULTANTS DIRECTORY ON SALE.

The 1991-92 edition of CALPEEK's Directory of Campaign Consultants is now on sale. The cost is \$15 for subscribers and \$40 for non-subscribers. CA sales tax included. For info (310)659-0205...

DAY-TO-DAY CMP. MANAGERS IN SHORT SUPPLY.

CALPEEK continues to get calls from different consultants wanting information about individuals who can handle daily, on-site campaign management. Unfortunately, good daily mgrs. are in short supply. Good managers are getting \$5,000 per month, while less experienced ones are getting \$3,000...

MARKETPLACE NETWORK

● FULL TIME PERSON as secretary/receptionist for market research company for phones, computer input, faxing, running errands. Must own car, have general office and computer experience with ability to work well under pressure. Salary \$19,000 or negotiable with experience. Call Grace Cater at (310)828-1183...

● WANTED -- DIRECTOR OF PUBLIC AFFAIRS. Pacific/West Communications Group, Inc., is seeking an individual with strong media, political, and government experience for its Los Angeles office. Strong written/oral communications skills a must. Individual should possess experience in progressive project management; familiarity with the political process; experience in community outreach, coalition building, and direct mail. Advance or campaign experience a definite plus. Graduate degree preferred; 5 years experience necessary. Send resumes: Robert A. Morales, Vice President, Public Affairs, Pacific/West Communications Group Inc., 3435 Wilshire Blvd., Ste. 2850, Los Angeles, CA 90010. No phone calls please...

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